

**DEPARTMENT OF SOCIAL AND HEALTH SERVICES
MEDICAL ASSISTANCE ADMINISTRATION
OLYMPIA, WA**

To: Licensed Midwives
Pharmacies
Managed Care Organizations
Regional Administrators
CSO Administrators

Memorandum No. 01-74 MAA
Issued: December 28, 2001

For more information, call:
1-800-562-6188

From: Douglas Porter, Assistant Secretary
Medical Assistance Administration

Subject: Smoking Cessation Counseling for Pregnant Women

Effective for claims with dates of service on and after January 1, 2002, the Medical Assistance Administration (MAA) will reimburse eligible providers for including smoking cessation counseling as part of an antepartum care visit or a postpregnancy office visit (which must take place within two months following live birth, miscarriage, fetal death, or pregnancy termination).

Who is eligible for smoking cessation counseling?

Fee-for-service: Tobacco dependent, pregnant women covered under fee-for-service are eligible for smoking cessation counseling. Use this numbered memorandum for billing instructions.

Managed Care: Tobacco dependent women who are enrolled in a managed care organization must have services arranged and referred by their primary care providers (PCP). Clients covered under a managed care organization will have a plan indicator in the HMO column on their Medical Identification card. **Do not bill MAA for Smoking Cessation Counseling as it is included in the managed care organizations' reimbursement rate.**

Who is eligible to be reimbursed for smoking cessation counseling?


MAA will reimburse the following providers who include smoking cessation counseling as part of an antepartum care visit or a post-pregnancy office visit (which must take place within 2 months following live birth, miscarriage, fetal death, or pregnancy termination):

- Physicians
- Physician Assistants (PA) working under the guidance and billing under the provider number of a physician;
- Advanced Registered Nurse Practitioners (ARNP); and
- Licensed Midwives (LM), including certified nurse midwives (CNM).

What is smoking cessation counseling?

Smoking cessation counseling consists of provider information and assistance to help the client stop smoking. Smoking cessation counseling includes the following steps:

- Step 1: Asking the client about her smoking status;
- Step 2: Advising the client to stop smoking;
- Step 3: Assessing the client's willingness to set a quit date;
- Step 4: Assisting the client to stop smoking, which includes a written quit plan. If the provider considers it appropriate for the client, the "assisting" step may also include prescribing smoking cessation pharmacotherapy as needed (see page 4); and
- Step 5: Arranging to track the progress of the client's attempt to stop smoking.

 **Note:** See Attachment I "Smoking Cessation Intervention for Pregnant Clients."
Please use this form, or provide the equivalent information, to document the smoking cessation counseling provided to the MAA client.

What is covered?

- MAA will allow one smoking cessation counseling session per client, per day, up to 10 sessions per client, per pregnancy. The provider must keep written documentation in the client's file for each session. The documentation must reflect the information listed on Attachment I.
- MAA covers two levels of counseling. Counseling levels are:
 - ✓ Basic counseling (approximately 15 minutes) which includes Steps 1-3 above; and
 - ✓ Intensive counseling (approximately 30 minutes) which includes Steps 1-5 above.
- Use the most appropriate procedure code from the following chart when billing for smoking cessation.

CPT® Code	Description	Restricted to Diagnoses:	Maximum Allowable	
			Nonfacility Setting	Facility Setting
99401	Preventive counseling, indiv [approximately 15 minutes]	648.43 (antepartum) 648.44 (postpartum)	\$23.75	\$17.03
99402	Preventive counseling, indiv [approximately 30 minutes]	648.43 (antepartum) 648.44 (postpartum)	\$41.68	\$34.29

- A provider may prescribe pharmacotherapy for smoking cessation for a client when the provider considers the treatment appropriate for the client. MAA covers certain pharmacotherapy for smoking cessation as follows:
 - ✓ MAA covers Zyban® only;
 - ✓ The product must be prescribed by a physician, ARNP, or physician assistant;
 - ✓ The client for whom the product is prescribed must be 18 years of age or older;
 - ✓ The pharmacy provider must obtain prior authorization from MAA when filling the prescription for pharmacotherapy; and
 - ✓ The prescribing provider must include both of the following on the client's prescription:
 - The client's estimated or actual delivery date; and
 - Indicate that the client is participating in smoking cessation counseling.

To obtain prior authorization for Zyban®, pharmacy providers must call:

Drug Utilization and Review
1-800-848-2842

Smoking cessation counseling will be added to the next published Births in Birthing Centers Billing Instructions. Refer to MAA's website at <http://maa.dshs.wa.gov> (Provider Publications/Fee Schedules) to view MAA's billing instructions and numbered memoranda.

Smoking Cessation Intervention for Pregnant Clients

Step 1: ASK—1 minute

- Ask the client to choose the statement that best describes her smoking status:
 - A. I have NEVER smoked or have smoked LESS THAN 100 cigarettes in my lifetime. ☐
 - B. I stopped smoking BEFORE I found out I was pregnant, and I am not smoking now. ☐
 - C. I stopped smoking AFTER I found out I was pregnant, and I am not smoking now. ☐
 - D. I smoke some now, but I have cut down on the number of cigarettes I smoke
SINCE I found out I was pregnant. ☐
 - E. I smoke regularly now, about the same as BEFORE I found out I was pregnant. ☐

If the client stopped smoking before or after she found out she was pregnant (B or C), reinforce her decision to quit, congratulate her on success in quitting, and encourage her to stay smoke free throughout pregnancy and postpartum.

If client is still smoking (D or E), document smoking status in her medical record, and proceed to Advise, Assess, Assist, and Arrange.

Step 2: ADVISE—1 minute

- Provide clear, strong advice to quit with personalized messages about the benefits of quitting and the impact of smoking and quitting on the woman and fetus. ☐

Step 3: ASSESS-1 minute

- Assess the willingness of the client to attempt to quit within 30 days. ☐

If the client is ready to quit, proceed to Assist.

If the client is not ready, provide information to motivate the client to quit and proceed to Arrange.

Step 4: ASSIST-3 minutes +

- Suggest and encourage the use of problem-solving methods and skills for smoking cessation (eg, identify “trigger” solutions). ☐
- Provide social support as part of the treatment (e.g., “we can help you quit”). ☐
- Arrange social support in the smoker’s environment (e.g., identify “quit buddy” and smoke-free space). ☐
- Provide pregnancy-specific, self-help smoking cessation materials. ☐

Step 5: ARRANGE-1 minute +

- Assess smoking status at subsequent prenatal visits and, if client continues to smoke, encourage cessation. ☐



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